SAFE BACK SCHOOL

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TABLE OF CONTENTS

Daily change

New cases · Worldwide · All time

172,512
July 07

250,000
200,000
150,000
100,000
50,000
0

Feb 25 · Mar 28 · Apr 29 · May 31 · Jul 2

Each day shows new cases reported since the previous day · Updated less than 30 mins ago · Source: Wikipedia
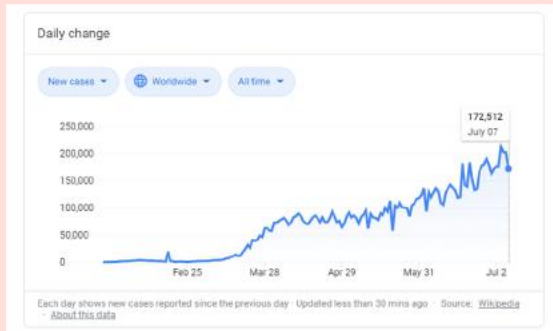About this data

Life Threats

On July 7,
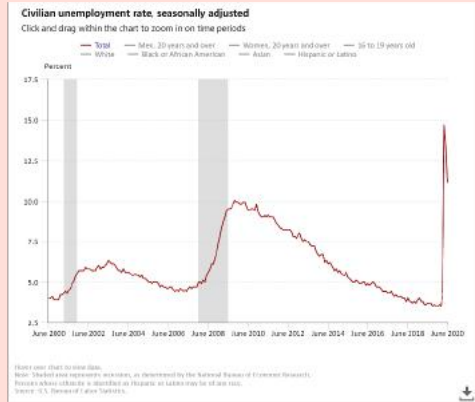**150,000+** new cases
3000+ Death

Economic Crisis

During Q1,
China's GDP
Increase **-6.8%**

COVID-19

Our "Time of Cholera"

Stoppage

Unemployment rate in
the U.S. hit the peak
over 80 years

10
5
0
-5
-10

1995 · 2000 · 2005 · 2010 · 2015 · 2020

Guardian graphic | Source: National Bureau of Statistics of China, Trading Economics

Civilian unemployment rate, seasonally adjusted
Click and drag within the chart to zoom in on time periods

Total · Men, 20 years and over · Women, 20 years and over · 16 to 19 years old
White · Black or African American · Asian · Hispanic or Latino

Percent

17.5
15.0
12.5
10.0
7.5
5.0

June 2000 · June 2002 · June 2004 · June 2006 · June 2008 · June 2010 · June 2012 · June 2014 · June 2016 · June 2018 · June 2020

TRACING + PARTIAL QUARANTINE = SAFE RETURNING TO SCHOOL

Safe Back School App

For students and staffs who need to stay healthy in school and school administrators who need to avoid coronavirus spreading in school,
our product is a close contact tracking app
that can track everyone's health situation and notify people who has been in contact with infected person,
to prevent outbreak of coronavirus at school.

Key Partners

- ✓ Reliable web server and database service

- ✓ Protective equipment providers (like pharmacies)

- ✓ Healthcare Plan Providers of University

Key Activities

- ✓ Technology
  - ✓ Develop
  - ✓ Maintain
  - ✓ Update
- ✓ Business
  - ✓ Reach customers
  - ✓ Expand partner networks

Key Resources

- ✓ Our Brilliant design team
- ✓ Strong Network Resources

Value Propositions

- ✓ Stable Tracking

- ✓ Smart Alert

- ✓ Privacy Protection

- ✓ Easy Administration

Channel

- ✓ APP Store
- ✓ Social media
- ✓ Download links from the school's official website
- ✓ Promotions from business partners (e.g. insurance companies)
- ✓ In-APP QR code download

Customer Relationships

- ✓ Keep university customers with membership subscriptions
- ✓ Grow customers with advertising and free trials

Customer Segments

- ✓ Government
- ✓ University administration departments

Cost Structure

- ✓ Fixed Cost
  - ✓ Salaries of the developers(RMB 500K/Person/Year in average, bonus included) (Refer to P6 and P7 in Alibaba Group)
  - ✓ Cost to rent servers (10K/Year) (Refer to Aliyun/Alibaba Cloud Service)
  - ✓ Cost to put the product onto different platforms (5K-10K/Platform)

- ✓ Variable Cost
  - ✓ Cost to expand the market beyond SJTU (including advertising, commuting and travelling fees)
  - ✓ Cost to maintain and update the APP regularly

Revenue Streams

- ✓ Primary

  - ✓ Community Version (for user population within 3000): RMB 10K/Month

  - ✓ Professional Version (for user population within 100K): RMB 50K/Month

- ✓ Secondary Revenue Stream
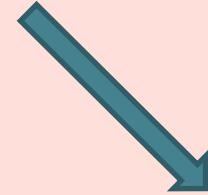
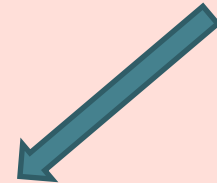 - ✓ Enterprise Version: RMB 80K/Month

Important Takeaways

Number of Interviewees

Administrative: 3
Professor & Faculty: 5
Students: 102

Necessary?

Administrative: 3 (100%)
Professor & Faculty: 4 (80%)
Students: 65 (63.7%)

Necessary?
(After Privacy Promise)

Administrative: 3 (100%)
Professor & Faculty: 5 (100%)
Students: 96 (94.1%)

Successful?

Administrative: 3 (100%)
Professor & Faculty: 3 (60%)
Students: 82 (80.4%) [1]

Pricing?
(Administrative Only)

Major feedback:
50K/month is way too much
(Suggestion: <10K/Month)

Conclusion

- **Worth development**
- **Efficient marketing needed**
- **Cost control**

[1] Major concerns includes:
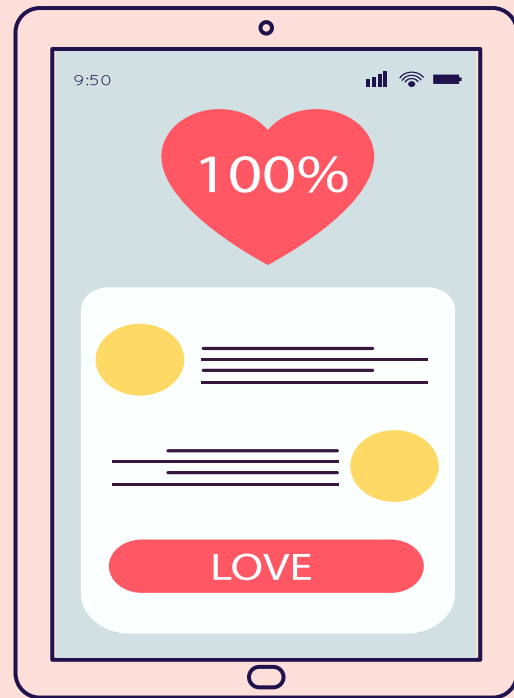- Performance of Bluetooth
- Number of Users to be effective

Coronavirus Epidemic

THANKS!